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FPERC'S 'TurnPRO' Hits the Campaign Trail

This past spring the Florida Propane Education and Research Council (FPERC) launched its "TurnPRO" marketing campaign throughout the state over radio airwaves, on television and billboards, in print, and at targeted industry events.

The campaign's message to consumers is that they should make the switch to propane because it's PROgressive, PROven, and the top choice among PROfessionals. One print ad shows a chef cooking a steak on a propane grill. In another ad, a family of four is by their warm, cozy fireplace fueled by propane.

These print ads have been placed in several magazines, including *Florida Manufactured Homes*, *Florida Living*, and *Florida Home Builders*. According to Kerry Flack, assistant director of marketing with the Florida Department of Agriculture and Consumer Affairs, which is managing the campaign for FPERC, industry feedback from the ads has been very positive.

People have cited the professional look and positive image that the ads portray.

In the first round of radio ads, five ads per week were aired from April through June on Florida stations. On television, commercials show consumers enjoying propane-fueled grills, stoves, hot tubs, hot showers, and fireplaces with the date they "turned pro."

Ads paid for by FPERC included a toll-free number for consumers to obtain additional information and a list of propane dealers in their area.

Using state check-off funds only, FPERC spent approximately $340,000 to finance the extensive campaign, and approval has already been received to continue the program into next year. FPERC has purchased a modular mobile exhibit unit, custom painted with the "TurnPRO" graphics. FPERC plans to concentrate its efforts more heavily at trade shows that relate to the manufactured housing, homebuilder, and restaurant industries. ■